

Seeking **fresh faces** to inspire youth

Search is on for ambassadors in campaign to promote proper grooming habits

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YOUNG, beautiful Malaysians. That was the tagline at the launch of Watson's WOW Campaign 2013 at Universiti Putra Malaysia (UPM) in Serdang recently.

The campaign, which involves more than 30 universities and colleges, aims to promote personal branding and grooming habits among Malaysian youth.

"We want Malaysian youth to know that they can truly be beautiful. All they need is someone to believe in them and show them how to bring out the best in themselves everyday," said Watsons Malaysia merchandise, space and planning director Caryn Loh.

Loh hoped that reaching out to young adults on campus would help their self-development physically, mentally and emotionally.

A major part of the campaign is the ambassador search.

Dubbed the Fresh Faces 2013 competition and organised in collaboration with Malaysian Youth Community (MYC!), the search is on for 12 fresh faces to become youth ambassadors as part of efforts to encourage their peers to adopt better grooming practices.

Attractive prizes await the win-



ners, who will be selected to become digital grooming advocates for Watson's Facebook page, get a complete makeover plus the chance to appear on the cover of MYC! News Youth Magazine.

They will also receive RM500 each. The top three of the 12 ambassadors will then be in the running for exclusive photoshoots in Paris, Australia's Gold Coast and Bali.

The WOW Campaign will include

road shows, social media sharing and on-campus grooming lectures by special guests.

The Watsons Academy Interactive Workshops will see names like international model Amber Chia, Miss Malaysia World 2012 Yvonne Lee and fashion designer Bon Zainal Harun sharing tips on grooming, beauty and wellness.

"There are more than 5.5 million youth in Malaysia, but many of them

do not have proper grooming habits. Grooming 101 is not taught in schools, colleges or universities, so many youngsters only learn about these things after they start working," said MYC! chief executive officer Jason Ko.

He added that it was never too late to start learning proper grooming skills.

"It might even help youngsters at job interviews," he added.

Bringing out their best: (From left) Bon Zainal, Chia, Lee, Ko, UPM faculty of economics and management deputy dean (academics and student) Professor Dr Jamil Bojei, Loh, Watsons Malaysia marketing controller Danny Hoh and Watsons Malaysia community relations manager Francis Lim at the launch of Watson's WOW campaign.

Supporting Watsons on the nationwide youth grooming outreach are brands such as Bio-Essence, Dove, Garnier, Gatsby, Horleys, L'Oréal, Maybelline and Nivea.

The recruitment campaign begins from this month. Registration forms can be found online at Watsons Malaysia's Facebook page and at Watsons outlets nationwide.

The contest is open to all Malaysians aged 18 and above.